

# The Super Bowl LV Volunteer Management Program

CASE STUDY: ROSTERFY & MOONSHOT



MOONSHOT

rosterfy

“If I didn’t have this tool [Rosterfy & MoonShot], I don’t know how I would have been able to manage all the pieces. Because we have segmented the way we have rolled out everything this year, it’s been invaluable to have one home hub for everything, putting my mind at ease knowing all of the information is in the one place and anything I need is there.”

Lisa Urban

Director of the Community Ambassador Program, The Super Bowl LV

# OVERVIEW

In a year unlike any other, Rosterfy and MoonShot have come together to deliver and enhance the volunteer management program for one of the world's most treasured events: the Super Bowl LV, hosted by the Tampa Bay Super Bowl LV Host Committee.

With just under 8,000 volunteers required to power Super Bowl Week, the complex task of managing volunteers has this year been made even more challenging with the arrival of COVID-19, forcing organizers to consider new ways to interact, manage and engage with their volunteers, using technology. Having successfully powered the past five consecutive Super Bowl volunteer management programs, Rosterfy's solution was implemented to streamline the end to end operations, through their unique automations technology.

With the large majority of the country in lockdowns during recruitment, Rosterfy also provided the Host Committee with the ability to take everything online, enabling volunteers to apply, attend interviews, complete training and even check in all from the comfort of their home.

MoonShot specialises in designing and delivering staff training, recognition and engagement programs. With this year's volunteer management program largely taking place online, MoonShot developed a series of training modules, designed to enhance the volunteer experience.

In this case study, we sit down with Lisa Urban, Director of the Community Ambassador Program at the Tampa Bay Super Bowl LV Host Committee to take a closer look at how Rosterfy and MoonShot helped the Host Committee to recruit, screen, train, schedule, manage and reward their volunteers, all whilst ensuring COVID-19 safety compliance.





## **INTRODUCING, LISA!**

Director of the Community Ambassador Program for the Super Bowl LV, Lisa Urban is responsible for the recruitment, screening, scheduling, training and on-ground management of thousands of volunteers.

### **What does the volunteer management program look like for the Tampa Bay Super Bowl LV, factoring in the challenges that COVID-19 has presented?**

While past Super Bowl events traditionally require around 10,000 volunteers, this year's Super Bowl looked to recruit 8,000 volunteers with reduced requirements as a result of COVID-19.

Super Bowl LV was able to keep their flagship event, The Super Bowl Experience, which alone has more than 11,000 volunteer shifts that need to be fulfilled.

### **How do you manage the volunteer management program for the Super Bowl?**

Volunteer management programs of this magnitude requires mass data collection. This process needs to be simple and efficient whilst maintaining the highest privacy and security protocols to protect users data. When implemented well, data collection can be used to automate processes such as screenings and role allocation based on availability, skills and experience.

Rosterfy was utilized by the Tampa Bay Super Bowl LV Host Committee to build custom registration forms that mimicked the background and screening measures established by the NFL. The data captured through Rosterfy was then used in conjunction with Rosterfy's automations technology to screen, schedule, train and communicate with successful applicants.

**“One of my favourite features of Rosterfy, and I legitimately call it my administrative assistant, is the reporting feature.”**

With the ability to pull templated and custom reports, Rosterfy's reporting feature enabled the Tampa Bay Super Bowl LV Host Committee volunteer management team to automatically screen, schedule and allocate roles schedule and allocate roles to just under 8,000 successful volunteer applicants..

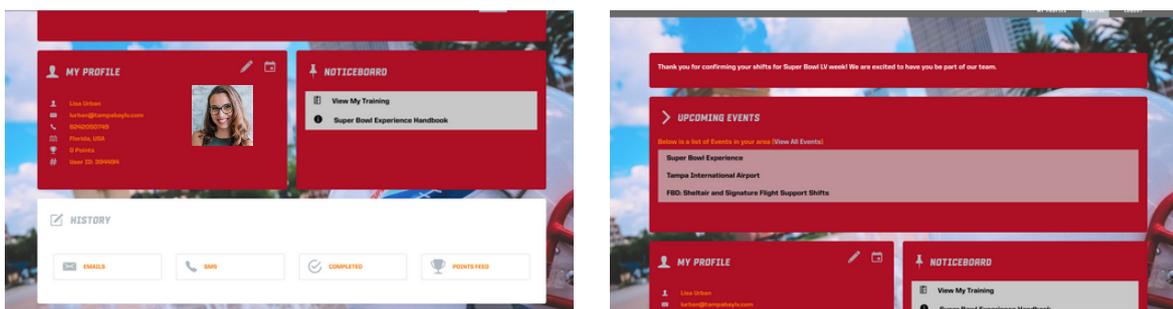
## How do you build that culture across the volunteer program?

Understanding that volunteers are registering to be a part of the Super Bowl and enjoy the experience that comes with that, Tampa Bay Super Bowl LV Host Committee's volunteer management team made a conscious effort to mimic the branding featured on the Host Committee website in the Rosterfy volunteer portals to ensure a cohesive and clear understanding that these were one and the same. This was also reiterated through consistent communications and messages featured both on the website and in volunteer portals.

With a goal to create a true volunteer version of FANSFIRST!, Lisa and the MoonShot team worked to ensure that the volunteer experience remained just as engaging as previous years, despite the majority of operations including training and interviews being conducted online as a result of COVID-19.

## What is FANSFIRST!?

On behalf of the NFL, MoonShot led the FANSFIRST! program alongside the Tampa Bay Super Bowl LV Host Committee, which encompassed a series of online modules within the training manager portal of the Rosterfy. The FANSFIRST! program included four "live" 45 minute webinar sessions as well as an "on the ground" FANSFIRST! recognition team to ensure that the host committee volunteers felt recognized during the 8 day lead up to Super Bowl Sunday.



Example of the volunteer portal including profile, notifications and upcoming events.

**“MoonShot were able to create some really cool, interactive programs for our FANSFIRST! Training by integrating their offering with Rosterfy to ensure that volunteers were delivered a really awesome experience.”**

## How do you get volunteers ready for their roles at The Super Bowl and how has this changed from recent years?

Training has always played a big part of the volunteer onboarding process, but with COVID-19 these training sessions were taken online for the first time in the event's history.

With MoonShot creating the FANSFIRST! training within Rosterfy, Lisa was able to create additional training modules to compliment the program. Online training modules ran for around 15 minutes in length to allow volunteers with the flexibility to jump in and out of their account to complete during their own time.

To increase participation and engagement, MoonShot and The Tampa Bay Super Bowl LV Host Committee presented their FANSFIRST! training modules in different forms including slides, videos and audio recordings all presented in a fun and interactive manner. Not only did this ensure that the training modules were accessible to all but it also provided a great way to engage with volunteers online.



Example of FANSFIRST! training created by MoonShot and housed in Rosterfy volunteer portals

In addition to the online portal training modules, MoonShot also created four 45 minute optional 'live' webinar sessions, which volunteers could attend. These webinars provided a deep dive into 'preparing for your fan', determining the 'needs, wants, expectations and stereotypes' of Super Bowl attendees. 810 volunteers opted to attend the live sessions with 213 volunteers replaying these sessions after the live sessions took place.

Training modules created by MoonShot were accessible to all volunteers within the Rosterfy portal, with automations used to streamline reminders and auto-communications including next steps including accreditation and uniform distribution.

**“Training was super important to me that the MoonShot training embodied what we would usually deliver in person and we’ve done that. We’ve created a great platform for them and I think that it’s going to be very well received.”**



## Keen to hear about how Lisa built the volunteer management program for the Super Bowl?

Check out Lisa's story on The Engaged Volunteer Podcast, hosted by Rosterfy's Shannan Gove.

From the unique nature of Sports Commissions in the US and what the Super Bowl means from a community engagement point of view, through to how to recruit, screen and train just shy of 8,000 volunteers, this podcast is packed full of tips and learnings for best practice volunteer engagement.



[Listen now](#)



## ABOUT rosterfy

Rosterfy exists to connect communities to events and causes they are passionate about through volunteer engagement technology. Eliminating the need for spreadsheets and manual processes,

Rosterfy provides an end to end solution to volunteer management. From recruitment, screening and scheduling right through to training, onsite management and reporting,

Rosterfy has proven credentials for increasing the retention, engagement and attendance rates for our clients worldwide. Rosterfy's scalable technology streamlines the previously manual process of workforce management for organisations of all shapes and sizes from the Super Bowl to tin rattlers for local charities.

<https://rosterfy.com/>

## ABOUT MOONSHOT

Our Mission is to develop and deliver customer service programmes to volunteers and front-line staff around the world. At MoonShot, we believe in the power of people with purpose. We engage your front-line to become the very best ambassadors of your brand by emotionally connecting them to your core purpose, values and experience standards. When your staff are truly engaged, they have the connection and confidence to make your experience soar.

<https://mshot.co>